

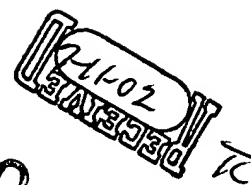
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Applicant: Oleg B. Rashkovskiy § Art Unit: 2611
Serial No.: 09/690,159 §
Filed: October 17, 2000 § Examiner: Ngoc K. Vu
Title: Providing Content § Docket No. ITL.0472US
Interruptions § (P10019)

Commissioner for Patents
Washington, DC 20231

#81B(12)
7-15-02

W. Lawton
8/2/02

REPLY TO PAPER NO. 7

Sir:

In response to the office action mailed June 5, 2002, please amend the above-referenced patent application as follows:

In the Claims:

Please cancel claim 1.

REMARKS

Claims 7-10 and 17-30 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Slezak in view of Buchl. Independent claims 7, 17 and 21 are a method, article and system claim respectively. Each of these independent claims call for comparing a rating for a content to a rating specified by an advertiser. Slezak does not teach this claim limitation. See Paper No. 7, page 4, lines 1-3. As explained below, Buchl does not teach this limitation either.

Buchl discloses a multidimensional rating system for use by content providers and end users of the content. See column 4, lines 45-54. Generally, a content provider such as a movie or commercial producer rates various dimension of the content or asset. For example, a dimension or characteristic is identified by a keyword such as sex or violence. See column 4, lines 1-38. This dimension is then valued on a scale such as integers from 1 to 10. *Id.*

Date of Deposit: July 11, 2002
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